

ADVERTISER: First Things First (FTF)  
FROM : Robin Casmirri

DATE: July 30, 2010

MARKET(S)	DETAILS	COST
Navajo Apache Region / White Mtn Apache Region #20821 / #20822	Fiscal Year 2011 Fall Media Buys	
Radio:	3-week 30-second spot schedule <i>August 23 – September 26</i>  <b>KQAZ-101.7 FM</b> "Majik" Soft Adult Contemporary Show Low, Pinetop-Lakeside, Eager, St. Johns, Taylor, Snowflake, Holbrook  <b>KTHQ-92.5 FM</b> "Q Country" Country format Show Low, Pinetop-Lakeside, Eager, St. Johns, Taylor, Snowflake, Holbrook  <b>KRFM-96.5FM</b> "Mix 96" Hot Adult Contemporary format Show Low, Pinetop-Lakeside, Eager, St. Johns, Taylor, Snowflake, Holbrook	\$4,100
Cinema:	8-week on-screen advertising schedule 15-second animated spots (no audio) <i>August 15 – October 14</i>  <b>White Mountain Entertainment</b>  <i>WME Village 8</i> Lakeside, AZ  <i>WME Show Low 5</i> Show Low, AZ  <b>The Roxy Theater</b> 15-second animated spots to air as PSAs Finished ad to be provided by WME at no cost Holbrook, AZ	\$1,647
<b>TOTAL COST</b>		<b>\$5,747</b>

**COMMENTS:** This buy is non-cancellable once ordered. The advertiser, First Things First, will be responsible for any short-rates or additional charges as a result of cancellations/changes.

**CLIENT APPROVAL :**

\_\_\_\_\_  
FTF Regional Coordinator/Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
FTF Central Office Representative

\_\_\_\_\_  
Date

**COPIES TO :**

Client \_\_\_\_\_  
Traffic \_\_\_\_\_  
Production \_\_\_\_\_  
Client Services \_\_\_\_\_  
Media \_\_\_\_\_